

## **DRAFT**

# **NUTRITION AND PHYSICAL ACTIVITY POLICY LEADERSHIP GROUP: CHARTER -- 11/16/04 VERSION**

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## **BACKGROUND AND OPPORTUNITY**

*[To be developed...]*

## **GROUP PURPOSE**

As a broad statewide collaborative partnership, this group will facilitate, coordinate, and support the development, adoption, and implementation of a comprehensive, integrated and aligned set of state, regional, local and private-sector policies that make it easier for people to choose to be physically active and to eat healthy foods.

By joining this group, members are agreeing to work together toward a common mission – improving people’s lifelong health through nutrition and physical activity. On the other hand, it is understood that each member of the group comes to this work with its own unique focus, interests and priorities. The strength of this group lies in the diversity of perspectives, knowledge and expertise represented by its membership. However, given this diversity, there is no expectation that all group members could or should advocate for the priorities that emerge from the group’s work.

## **GROUP OBJECTIVES**

### **Short-term**

- 1) Form a core leadership group representing a diverse set of interests to launch this effort
- 2) Develop a working draft of a long-term vision for this work
- 3) Select a set of state-level policy priorities for 2005
- 4) Develop and implement a strategy to collectively promote the group’s policy priorities during the 2005 legislative session

### **Long-term**

- 1) Adopt a long-term NPA policy vision
- 2) Develop a set of integrated and aligned state, regional, local and private-sector NPA policies and a long-term strategy to ensure those policies are adopted and implemented

## **ANTICIPATED RESULTS**

- ❖ The forging of a unique, powerful and diverse partnership to proactively prioritize, develop and advocate for effective NPA policies
- ❖ Integration and alignment of state, local and private-sector NPA policies in ways that dramatically boost their impact on people's health
- ❖ Cross-disciplinary learning that accelerates collaboration and innovation
- ❖ Develop the capacity to effectively analyze policy proposals and gauge their alignment with the priorities established by the group
- ❖ Funding to address NPA issues statewide increases

## **PHASES OF THE WORK**

### **Phase I Work:** *Now thorough the end of 2004*

- NPA-PLG participants will begin filling in the matrix above to narrow the policy choices – something like 3-5 policy ideas per area that will bring the total number to 20 – 30
- Use the “Policy Prioritization” tool to winnow further and create a smaller list for a 3-5 year time frame (i.e., 8 – 12 ideas)
- Gather input from the entire NPA-PLG group regarding the best ideas for 2005 legislative session at a December meeting

### **Phase II Work:** *Begins in mid-December, 2004*

- Create a legislative advocacy group from the broader NPA-PLG by mid-December
- Determine which specific ideas should be vaulted into the upcoming legislative session and begin specific strategic thinking
- Continue work on developing a strategic plan for further policy development and prioritization – post '05 legislative session

## **MEMBERSHIP**

### **Group Sponsors and Facilitators**

Vic Colman, WA State Department of Health

Michael O'Sullivan, Action for Healthy Kids, American Cancer Society

Kristen Richmond, American Heart Association, NW Chapter

### **Group Members**

A diverse set of private, public and non-profit organizations, business, and coalitions representing all sectors of our communities including public health, health care, transportation, planning, parks and recreation, the food industry, agriculture, academia, schools, and others.

## **ROLES AND RESPONSIBILITIES**

### **Group Sponsors:**

- Schedule, arrange, plan and facilitate the group's meetings
- Work to ensure that the process used to make specific decisions, and the roles and the expectations of group members once a decision is made, are clearly defined and understood by the group.
- Monitor and document the group's work and keep members updated and informed

### **Group Members:**

- Attend group meetings and actively participate
- Come prepared to meetings
- Consult with and solicit feedback from others who are interested in, and may be affected by the group's work
- Represent your organization's perspective and interests in the context of achieving the group's goals and vision
- Keep the group informed about relevant developments and opportunities